



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/20 thru 03/26.

(prices in dollars per carton)

Fri. Mar 20, 2015

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		22.4% of 29,100 stores				18.1% of 29,100 stores				46.7% of 22,900 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	3	4.99	12	0.99			211	1.13			720	1.84
	White 18 pack	42	3.49	869	2.19			254	2.15			210	2.34
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	147	1.66	152	1.16			1,642	1.82			2,390	1.42
SPECIALTY	White 18 pack			11	2.33			166	2.21			550	2.58
	Brown 12 pack			164	1.87							60	2.00
	USDA ORGANIC												
	White 12 pack										10	3.99	
	Brown 12 pack			1,334	3.87			192	3.58	20	5.98	330	4.70
	OMEGA-3												
	White 12 pack	611	2.54	1,286	2.29	340	2.61	1,004	2.55	370	2.42	4,700	2.37
	Brown 12 pack			197	3.86							220	3.86
	CAGE-FREE												
	White 12 pack			43	2.42			225	3.44			40	2.49
Brown 12 pack			1,737	3.44	22	2.99	238	3.39			1,350	3.34	
	VEGETARIAN FED												
	White 12 pack			14	2.19			155	2.82			40	1.99
	Brown 12 pack			81	2.92	48	2.85	377	2.74			20	2.50

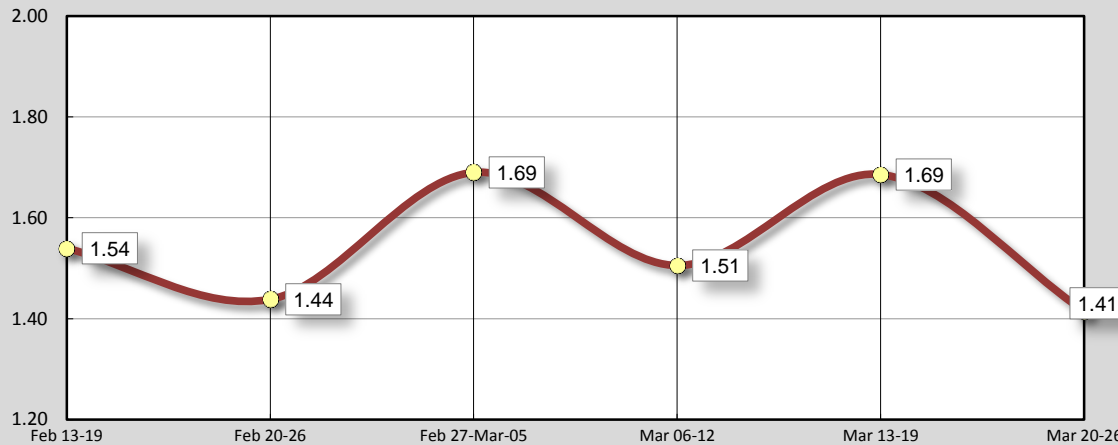
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,400	2,273	3,930	Large Eggs on
Specialty	5,303	2,601	7,100	Sep-02-2014
Total (includes MD)	6,726	5,185	11,250	594.3
Special Rate 4/:	0.1%	0.6%	7.8%	up 6.4%

5/ 1,000's of 30-doz cases

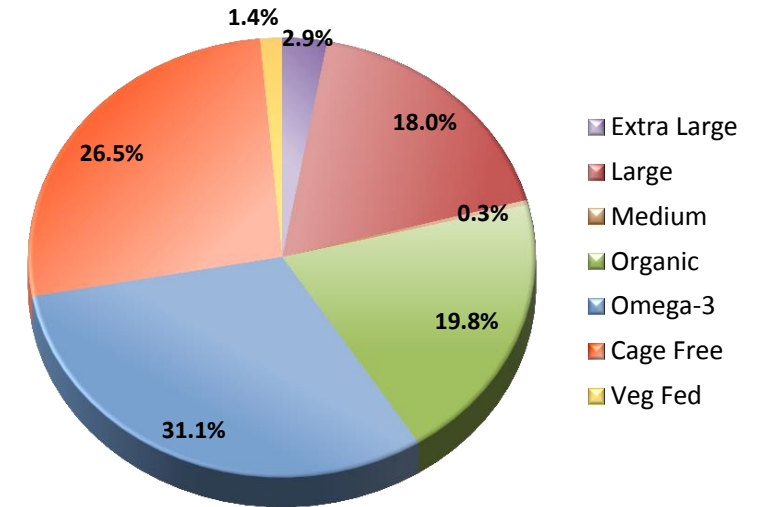
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity on regular shell eggs declines as retailers shift their focus to specialty shell eggs for this ad cycle. The weighted average price of Large White eggs, Grade A or better, is very unsettled and drops sharply lower. Shoppers will have to search harder for bargains as the number of "no price" specials offered is very limited. Ads for Extra Large eggs are more noticeable this week, however ads for Medium sized eggs have tapered off. Featuring of specialty shell eggs more than doubled this week, led by a substantial increase in featuring of USDA Organic and cage-free eggs. Ads for Omega-3 eggs are still very visible in flyers. Overall featuring of egg products is sharply lower. With Easter only weeks away, consumers can expect a push on shell eggs, which is typical for the season.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/ FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		32.0% of 5,500 sampled outlets Activity Index = 1,977 (includes Medium)						21.0% of 7,400 sampled outlets Activity Index = 1,527 (includes Medium)						10.2% of 6,100 sampled outlets Activity Index = 786 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack																0.99 7 0.99			
	1.99 1 1.99																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	1.66	147	1.66	1.88	6	1.88										0.99 - 1.50 127 1.07			
	White 18 pack																			
	Brown 12 pack				1.49 - 2.50	164	1.87	White 12 pack			White 12 pack			1.50 14 1.50						
MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack							
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack Brown 12 pack																			
	OMEGA-3		2.19 - 3.00 472 2.57			1.99 - 2.99 644 2.63 2.49 17 2.49			2.39 - 2.50 11 2.41			1.50 - 2.29 376 1.97			2.50 1 2.50			1.50 - 2.16 180 1.96 3.99 180 3.99		
	CAGE-FREE																	2.29 - 2.50 43 2.42 2.29 - 3.99 220 3.73		
	White 12 pack Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack Brown 12 pack																			
			SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		18.1% of 4,900 sampled outlets Activity Index = 878 (includes Medium)						31.0% of 3,800 sampled outlets Activity Index = 1,032 (includes Medium)						38.0% of 1,300 sampled outlets Activity Index = 475 (includes Medium)						
USDA GRADE AA	White 12 pack				1.99 - 2.79 206 2.56			3.49 42 3.49			0.99 5 0.99						1.50 - 2.79 176 1.71			
	1.99 - 3.49 486 2.22																			
	MEDIUM	White 12 pack						White 12 pack			1.20 9 1.20			White 12 pack						
USDA GRADE A	White 12 pack				1.50 19 1.50 2.33 11 2.33															
	White 18 pack																			
	Brown 12 pack	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack Brown 12 pack																			
	OMEGA-3		1.99 - 2.50 127 2.44			1.50 - 1.99 86 1.89														
	CAGE-FREE																			
	White 12 pack Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack Brown 12 pack																			
						2.19 14 2.19 2.59 14 2.59														

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 21 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 30 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack							4.99	3	4.99			
	White 18 pack												
	Brown 12 pack												
	MEDIUM			White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack			
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack												
	OMEGA-3												
	White 12 pack												
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack												
VEGETARIAN FED	Brown 12 pack												
	White 12 pack												
	Brown 12 pack												



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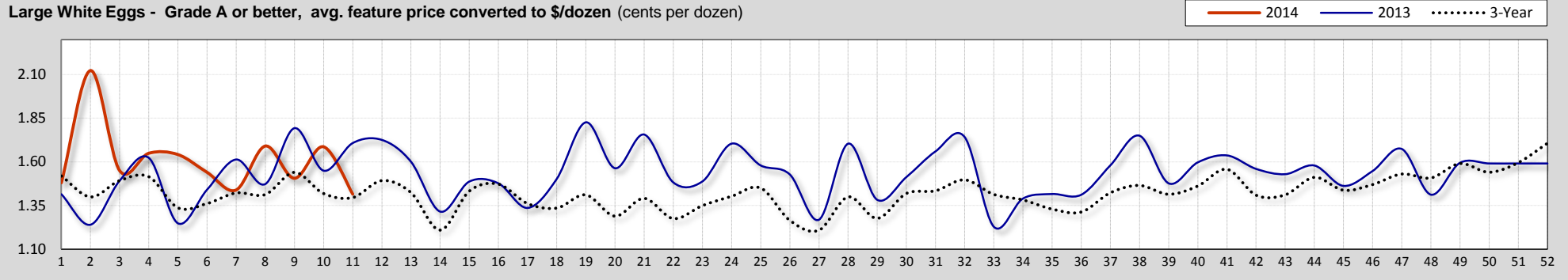
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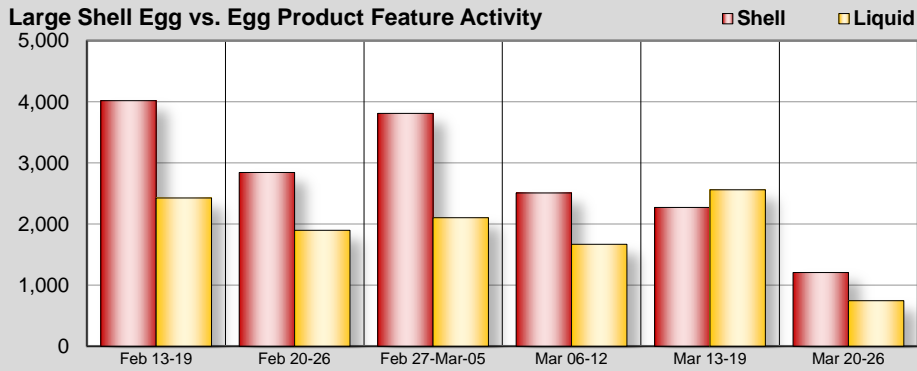
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.6%	9.0%	8.3%	13.6% of 5,500 sampled	0.0% of 7,400 sampled	0.1% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0.4% of 1,300 sampled
2/ Activity Index	747	2,562	2,170	Activity Index = 741	Activity Index = 1	Activity Index = 5	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	657 2.72	1,827 2.29	1,560 2.18	2.00 - 3.00 651 2.72	2.49 1 2.49	3.00 5 3.00			
32 oz. crtn	90 4.87	735 4.24	610 4.79	3.99 - 5.49 90 4.87					
3 - 4 oz. cup									
2 - 8 oz. cup									

EGG PRODUCTS	ALASKA	HAWAII
1/ Feature Rate	22.6% of 100 sampled	29.2% of 100 sampled
2/ Activity Index	Activity Index = 0	Activity Index = 0
	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn		
32 oz. crtn		
3 - 4 oz. cup		
2 - 8 oz. cup		

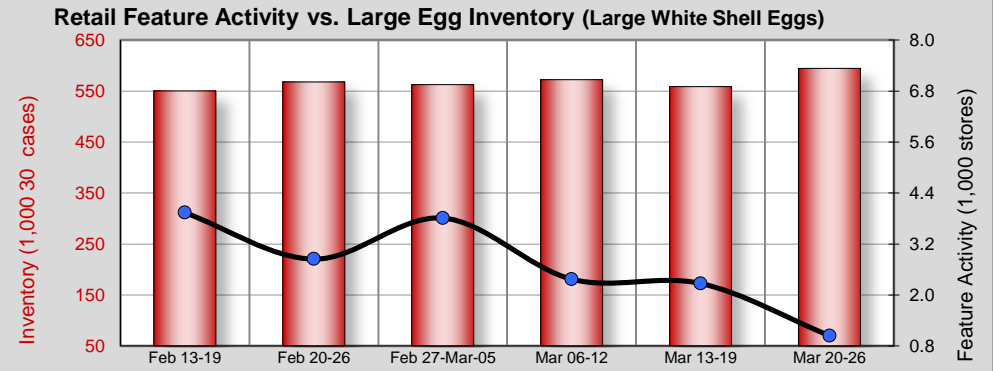
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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